



**Trade Show Report**  
**NTA Travel Exchange – St. Louis, MO**  
**February 25 – March 1, 2017**

**Montana Representation:**

- Glacier Country – Debbie Picard
- MOTBD – Kim Birrell
- TownHouse Inns of MT – Paula Ruark
- Red Lion Kalispell – Chuck Carter

**Overview:**

- National Tour Association (NTA) Travel Exchange took place in St. Louis, MO where more than 1,400 attendees gathered for the packaged travel event.
- 130 tour operators were in attendance.
- 30 countries were represented at NTA 2017.
- Glacier Country was matched with 30 tour operators for pre-scheduled appointments and picked up 1 more appointments at the show. However at the show there were far more no-show appointments than years past. I had 7 no-show appointments leaving me with 23 appointments
- Glacier Country had appointments with 11 NEW operators, but only 7 after the no-shows.
- There were several networking events scheduled in the evenings that allowed for more interaction with the tour operators.

**Trends:**

- More millennials are traveling by group tour.
- Travel is a way of life and people continue to see it as vital.
- Smaller motorcoaches with fewer passengers for a more effective and relaxed tour.
- Amtrak/Rail travel is up.

**Recommendations for 2017/18:**

- Tour operators are still looking for authentic Montana. They are always looking for that unique experience to offer their clients that the client couldn't get if traveling on their own.
- We need to work with Glacier Country partners on these special offerings. They need to be hands-on, innovative, specialty, experiential, behind the scenes/back of the house experiences.

**The next NTA Travel Exchange: San Antonio, TX – December 14 – 18, 2017**